

# Chapter 10

**“Move the Sale Forward”**

# Chapter Objectives

- Learn the different tools that assist the Solution Advisor
- Learn how to acquire the client as a reference and the benefits
- Understand how to achieve growth through serving clients
- Understand how to be involved through the life of the project to ensure client satisfaction

# Tools to Assist the Solution Advisor

- Decision Support Plan: enables Team IBM and the client decision leader to identify and remove the remaining barriers to an IBM decision.
- IBM Quick Proposal for Business Partners (Americas): to assist you in preparing a high-quality, comprehensive proposal for your sales opportunities.

# Acquiring the Client as a Reference

- Proof that the solution has been successfully implemented
- Additional advertising for the client's company
- Increases breadth of documented expertise within a given industry
- Provides your company with increased credibility with your solution in the industry
- Improves the quality of future rollouts for the client

- **Benefits of acquiring an IBM reference are:**
  - Help from IBM in communicating the success of your IT projects and investments, which can highlight your industry leadership
  - Broader potential exposure through articles in trade and business publications
  - Potential to advance your career with experience from speaking at events and networking with your peers in other companies and industry specialists
- **Benefits of becoming an IBM client reference:**
  - Direct client communication: Establishes new relationships for the client
  - Enhance media coverage: Opens new doors for the client
  - Effective market material: Communicates a client's message
  - Video testimonials: Illuminates a client's achievement
  - High profile speaking engagements: Strengthens a client's marketplace position

- Contracting work to technical resource teams:
  - If the client wants IBM to do the installation, then contact IBM Global Services.
  - If a client is interest in doing the installation themselves and lack the proper training, then contact IBM Learning Services to enroll the client in the proper training courses so they can properly handle installation.
  - The solution may include offerings from various third parties or independent software vendor teams. Make sure to get the proper billings from them and discuss what is necessary to integrate their offerings with your On Demand Business solution.

# Achieving Growth Through Serving Clients: Repeat Business and New Opportunities

1. Know your client's business requirements and the personal benefits that he or she will derive from the successful implementation of IBM's solution to solve their business challenge.
2. Know what your client expects.
3. Deliver a superior client experience.
4. Close the loop and ask for more.

# Involvement Through the Life of the Project to Ensure Client Satisfaction

- The Solution Advisor monitors the implementation of the solution and ensures that the client's expectations are met by:
  - Working with the client to track the solution benefits
  - Managing the implementation activities to meet or exceed the client's expectations
  - Establishing checkpoints to ensure that the client's are satisfied and look for ways to extend client value and create new opportunities.



# What You Have Learned

- The different tools that assist the Solution Advisor
- How to acquire the client as a reference and the benefits
- How to achieve growth through serving clients
- How to be involved through the life of the project to ensure client satisfaction